



## Waterfront Development

April 28, 2017

### **WATERFRONT DEVELOPMENT--Seasonal Businesses Lined Up for the Halifax Waterfront**

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A roster of local tastes and experiences is coming to a new space on the Halifax waterfront this summer. Starting in mid-June, the area between Salter and Sackville Streets will house high-quality small local businesses, arts and entertainment.

“It’s expected to be another great tourism season and this lineup of exciting vendors on the Halifax waterfront is sure to please visitors and residents alike,” said Mark Furey, Minister of Business. “This is also a wonderful opportunity for many of our unique and creative entrepreneurs and entertainers to reach international customers and gain exposure to new markets.”

Located just south of The Wave sculpture, the 20,000 square feet of public space includes Sands at Salter, a performance stage, and lots of public seating. Eight gender-neutral public washrooms, including two accessible washrooms, enhanced lighting and landscaping have also been added.

The space has yet to be named, but Waterfront Development will ask people this summer for their suggestions.

“This substantial new place by the water’s edge will be designed with the community, for the community, to ensure it reflects our collective values and aspirations,” said Jennifer Angel, acting president and CEO, Waterfront Development. “A cluster of small businesses will be showcased alongside local entertainment and attractive, accessible public spaces where people can gather.

“It is a living, breathing place that will evolve, through substantial public input, over time.”

The kiosks in Queen’s Landing were relocated to make way for the Queen’s Marque development project, and up to an additional eight business opportunities have been created in the new location with pop-up opportunities to be explored. Business licences are for five-year terms and most businesses operate seasonally through October.

The vendor lineup includes many returning favourites, including Beavertails, Katch - A Modern Seafood Shack (formerly The Battered Fish), Heartwood, Dave's Lobster, Smoke's Pouterie, Waterfront Pizza and Wraps, Black Bear Ice Cream, Lost Cod Clothing Co., Harbour Hopper, Amos Pewter, Canadian Sea Turtle Centre and a combo Murphy's Ticket Kiosk and Theodore Outlet.

New to the area are Deep Sea Donuts, The Cake Lady, The Chowder House by Murphy's, The Boat House, a second waterfront location for Cows Ice Cream, retailer Lobster Louis Taffy and Tees, and a NovaScotian Crystal seasonal location.

"When Lost Cod started four years ago, we had a concept looking for a home and we're happy to return to the waterfront again this year," said Gordon Stevens, owner of Lost Cod Clothing Co. and the new Lobster Louis Taffy and Tees. "The new place will be a great new destination, and a welcome platform for small, local business, providing new experiences to the thousands of people that visit our wonderful boardwalk every day."

Sands at Salter will feature popular activities Segway Nova Scotia, Kayak Halifax, I Heart Bikes, and HFX Beach Volleyball. New is Great EARTH Expeditions, and New Scotland Clothing Co. will open a second waterfront location. Nearby, Stubborn Goat Beer Garden and Rosie's Face Painting are back for another season. The vision for the new space also includes pop-up vendor and market opportunities which Waterfront Development is exploring.

Also on deck are many opportunities to get on the water. Murphy's the Cable Wharf offers tours on the Harbour Hopper, Theodore Tugboat, Summer Bay, Harbour Queen, Peggy's Cove Express, Kawartha Spirit, and Tall Ship Silva. The Harbour Water Taxi is also returning, and new to the lineup is J. Farwell Sailing Co. Inc.

Ambassatours will continue to run daily sightseeing tours to Halifax, Peggy's Cove and Lunenburg throughout the season. With support from community partners, they will introduce a road train shuttle service to move people north to south along Lower Water St. with stops along the boardwalk, in a continuous loop.

The road train will complement the floating sea bridge Waterfront Development will install this spring, to bypass construction on the Queen's Marque project. Waterfront Development is also partnering with Taste of Nova Scotia and Tourism Nova Scotia to bring new interactive culinary programming to an updated Visitor Information Centre.

These complement year-round waterfront restaurants, shops and experiences. More than two million people visit the Halifax waterfront each year. For more information go to [www.my-waterfront.ca](http://www.my-waterfront.ca).

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Minister of Business Mark Furey says the waterfront offers a wonderful opportunity for many unique and creative entrepreneurs and entertainers to reach international customers and gain exposure to new markets.

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Media Contact: Kelly Rose  
902-422-5115, x 111  
Email: [kelly.rose@wdcl.ca](mailto:kelly.rose@wdcl.ca)